

No.  
143  
June  
'71

NOW PLAYING IN

OUR PRICE

40¢  
OUCH!

**MAD**

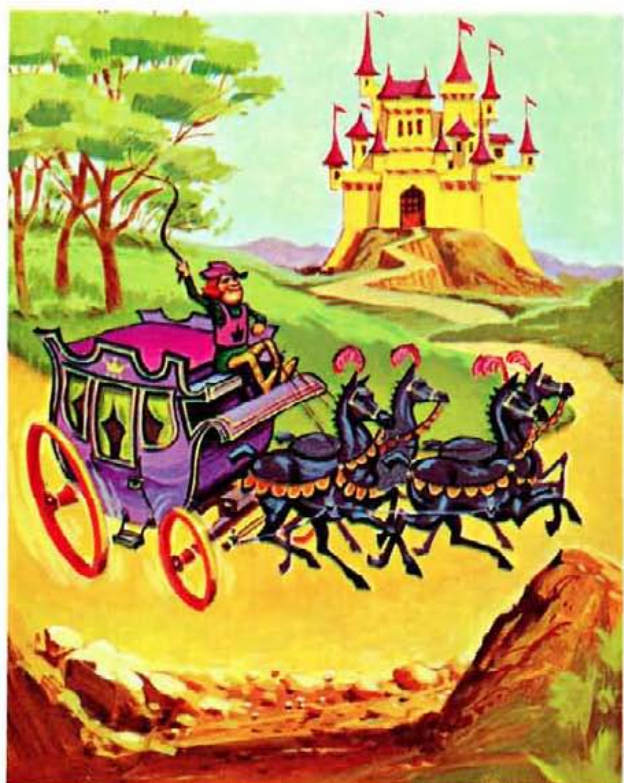


**"ON A CLEAR DAY YOU CAN  
SEE A FUNNY GIRL SINGING  
'HELLO DOLLY' FOREVER"**

Norman Mingo



# Scenes We'd Like To See



ARTIST: JACK RICKARD

WRITER: SERGIO ARAGONES



# MAD

"Nowadays, most bank accounts need month-to-month resuscitation!"  
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
JERRY De FUCCIO, NICK MEGLIN *associate editors*  
JACK ALBERT *lawsuits*  
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,  
CURTIS ANDERSON *subscriptions*  
CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

## DEPARTMENTS

### AT THE BEAK OF HER CAREER DEPARTMENT

"On A Clear Day You Can See A Funny Girl Singing  
'Hello, Dolly' Forever" (A MAD Movie Satire) ..... 4

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Baby Sitting ..... 20

### CLASH OF '71 DEPARTMENT

ABC's Campus Riot Of The Week ..... 41

### DON MARTIN DEPARTMENT

One Day In A Bus Depot ..... 15  
In A Specialist's Office ..... 47

### DOUBLE-TAKES DEPARTMENT

Nixon And Agnew As Seen By ..... 12

### FOWL PLAY DEPARTMENT

Hawks & Doves ..... 25

### FRIDAY NIGHT DUD-LINE DEPARTMENT

"The Game Is Inane" (A MAD TV Satire) ..... 31

### IN THE LINE OF DOODY DEPARTMENT

Ordure Of The Day ..... 11

### JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy ..... 37

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones ..... \*\*

### OEDIPUS NIX DEPARTMENT

Mother's Day Cards From The "Now" Generation ..... 26

### SERMON ON THE AMOUNT DEPARTMENT

Altar Ego ..... 29

### SEVERANCE PLAY DEPARTMENT

You Know It's Really Over When ..... 38

### SUMMER COME LOUDER DEPARTMENT

Specialized Camp Ads We're Bound To See ..... 17

\*\*Various Places Around The Magazine

ON A CLEAR DAY  
YOU CAN SEE A  
FUNNY GIRL  
SINGING, ETC.  
Pg. 4



NIXON  
AND  
AGNEW AS  
SEEN BY ...  
Pg. 12

THE LIGHTER  
SIDE OF  
BABY  
SITTING  
Pg. 20



MOTHER'S DAY  
CARDS FROM  
THE "NOW"  
GENERATION  
Pg. 26

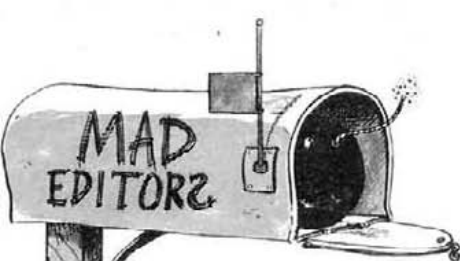
THE GAME  
IS INANE  
(A MAD TV  
SATIRE)  
Pg. 31



ABC'S  
CAMPUS  
RIOT OF THE WEEK  
Pg. 41

MAD—June 1971, Vol. 1 No. 143 is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 Madison Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: In the U.S.A., 15 issues \$5.00. Outside U.S.A. 15 issues \$6.25. Allow 10 weeks for changes of address to become effective. Entire contents copyright © 1971 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.





### A MAD LOOK AT TROPICAL FISH

Your article "A MAD Look at Tropical Fish" really busted my gills. I haven't laughed that hard since I found my own tropical fish ... floating.

James Wesley  
Rochester, N.Y.

"Tropical Fish" was the funniest article I ever read in MAD. Keep articles like that one coming by the tankfuls.

Tim Wells  
Foxboro, Mass.

You left out the most important fish disease. "Mind Rot." How to spot it: fish wander aimlessly around tank, as if they have no brains. What to do for it: take out MAD Magazine you accidentally dropped in tank.

Bart Morris  
Mike Fairless  
La Habra, Calif.

As a tropical fish addict, I found your article fin-tastic, and true! When I read the article I laughed so hard I knocked my fish tank off its stand. Luckily, my cat was right there so the fish didn't go to waste. It was a masterpiece of splashing success. Great work, Earle Doud and Bob Clarke!

Arthur Tepper  
Flushing, N.Y.

You missed one fun thing you can do with tropical fish. That is to take them out of the tank, one by one, and kiss them goodnight, like my kid brother does.

Anton Kirichko  
Fairfield, Calif.

Reading your article made me realize what a fool I've been; a slave to my sixteen tanks and over 185 fish of 112 different varieties, including a leporinus faciatu, 1 1/4 inches long, which cost me 23 dollars. I'm donating the entire collection to the Bronx Zoo.

Laurence Kaplan  
N. Massapequa, N.Y.

As an enthusiastic Tropical Fish hobbyist myself, I found quite a few of your examples all too true. You forgot a few things. How Barbs can attack other fish, and how Mollies die off almost as fast as Angels, and how Rasboras almost never die, and how a lone Gouramis can acquire a nervous condition, and how ...

Don McNicol  
New York, N.Y.

Fish-name-dropper!—Ed.

### CATCH-ALL-22

I was struck deeply by the richness of your "Catch-All-22" piece. The beauty of the artwork and the sensitivity of the prose merged into a fine and vivid tapestry. The only criticism I had was your occasional attempt at humor. But it was so slight that it didn't really affect the main fabric of the piece.

With admiration ...  
Alan Arkin  
Hollywood, Calif.

It was much funnier than the film. The ending, showing Donald Sutherland and Elliott Gould of "M★A★S★H," left me in stitches.

Richard Rotherstein  
Bayside, New York

I made the mistake of seeing the movie after reading the article. I was the only one who laughed out loud in the unfunny spots. I had to shell out \$1.50 to see the movie. Stop writing such great stuff, I'm going broke.

Joel Perry  
Dayton, Ohio

I must now take time out to commend you for your fantastic satire, "Catch-All-22." I knew Mike Nichols had a serious message when he filmed this movie. After seeing the movie, and then reading the book, I still couldn't figure out what he was trying to say. Now MAD has answered all my questions. Thank you for setting me straight!

Jimmy David  
Ashville, N.C.

MAD has degenerated into little more than the cartoon supplement of "Reader's Digest." Especially worthless was your satire of "Catch-22." The worst way to criticize a crazy movie is to parody its madness. What you came up with was a weak echo of the original which attempted to communicate the madness of war.

Steven Alpert  
Brooklyn, N.Y.

"Catch-All-22" was unbelievably great!

Darin Stavish  
Los Angeles, Calif.

"Help him! Help him!"  
"Help who ... ?"  
"Help the writer!"  
"Help Stan Hart!"  
"Why? What's the matter?"  
"He's writing too good for this crummy magazine!"

Nancy Beaty  
S. Houston, Texas

There's only one thing I can say about your satire "Catch-All-22": WRITE-ON!

Joe Cone  
Skokie, Illinois

### "X" AND "R" RATED MOVIE SATIRES

Please continue doing satires of "X" and "R" rated movies so that we under-18-year-olds can see the garbage we're lucky enough to be missing.

Steven Snyder  
Miami, Fla.

### HOW-ARE-YA-FIVE-O?

My compliments to Dick De Bartolo and Angelo Torres on the satire "How-Are-Ya-Five-O?" I think it is the best one since I've been reading MAD.

Mike Ryan  
Phoenix, Ariz.

You keep turning out satires like this, and you'll be hired as writers for CBS.

Bruce Keiper  
Sunbury, Pa.

### GET-IT-OUT-OF-YOUR-SYSTEM LAND

Truthfully, I don't believe your "Get-It-Out-Of-Your-System-Land" would work. People would attend and be kind and gentle, because they're *not* supposed to. Then they would visit a regular amusement park to be cruel, savage, sadistic, and really get it out of their system.

Geoff Hamill  
Oakland, Md.

It really tells it like it is when people have to let off steam. Congrats to George Woodbridge and Sy Reit. I just wish there really was a place like that!

Dan Webster  
W. Covina, Calif.

### YOU NEVER REALLY GET USED TO ...

"You Never Really Get Used To ..." seeing another issue of MAD on the stands!

Don Vilas  
Silver Spring, Md.

... writing a letter to MAD and it doesn't get published!

Stan Grisnik  
Clairton, Pa.

... stupid articles like "You Never Really Get Used To ...!"

George Koris  
Culver City, Calif.

... laughing out loud, alone in your room, at a ridiculous MAD article!

Richard Fiore  
Norwalk, Conn.

... realizing that many of those MAD situations apply to yourself. Keep up the good work!

David McMoyler  
Mountain View, Calif.

WE never really get used to readers telling us to keep up the good work!—Ed.



#### OBEDIENCE TRAINING

I can tell that the staff of MAD has all been to an "Obedience Training School." For instance, by merely saying, "Print this letter in your next issue!", it will get printed. Right?

Karl Halpert  
Portland, Maine

#### CONTENT EVALUATION

Just a line to let you know that I think MAD Magazine is good, solid, mature reading material... with the exception of the front and back covers... and pages 1 through 48 inclusive!

Robert Vogler  
Ontario, Canada

#### MAD DIAGNOSIS

MAD Magazine embodies the pulse and heartbeat of America. In other words, it's sick!

Gary F. Tschetter  
El Monte, Calif.

#### MAD MEDICINE

MAD provides a humorous antidote for the insanity of our times.

David Driver  
Emory University, Ga.

#### MIRROR IMAGE

Over the past years, MAD has proved itself to be the mirror of America. It has shown us the idiocies of television, the nausaeas of movies, and the "lighter side" of our way of life. It has forced us to take a good look at ourselves. Yecch! MAD is worth its weight in gold!

Diane Nelson  
St. Cloud State College, Minn.

#### MAD TALK

Right on, you MAD geniuses! The most beautiful part of your magazine is that, under the guise of being harmless idiots, you say what has to be said!

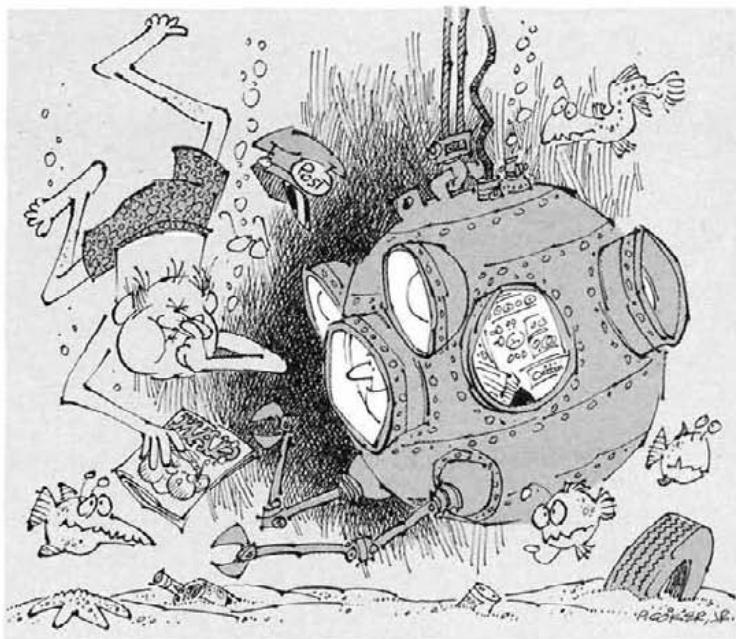
Jo Hawkins  
Davenport, Iowa

#### INTELLIGENCE QUOTA

I'm sorry to say that I am losing my patience with MAD. These days, all you write about is revolution, violence, generation gaps, profanity and politics. Whatever happened to clean wholesome satire like "Superduperman," "Sandlot Baseball" and "Ping Pong"? It's getting so, a person has to have some intelligence to read MAD.

Debbie Cox  
Edmonds, Washington

# WHY NOT HAVE THE NEXT ISSUE SENT DIRECTLY TO YOUR HOME?



## SUBSCRIBE TO MAD

use coupon or duplicate

### MAD

485 MADison Avenue  
New York, N.Y. 10022

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ Zip-Code \_\_\_\_\_

An Absolute Must!

I enclose \$5.00\*. Enter my name on your subscription list, and mail me the next 15 issues of MAD Magazine.

\*In Canada, \$5.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$6.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

## TAX LOSS

Gee, we hate to tax you with another ad, but we're at a loss as to how to get rid of our full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid—suitable for framing or lining the bottoms of bird cages. So if you want to eliminate "taxation of representation", mail 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022



Please address all correspondence to:  
MAD, Dept. 143, 485 MADison Avenue  
New York, New York 10022



AT THE BEAK OF HER CAREER DEPT.

AS T. Byron Schmeer of Muncie, Indiana, once remarked to C. Fensterwick McCandless, of Hopatcong, New Jersey: "When you've seen one Barbra Streisand movie, you've seen them all!" With these immortal words ringing in our ears, we here at MAD now present, once and for all...

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS

# ON A CLEAR GIRL SINGIN



Class, I shall now demonstrate the scientific value of hypnosis by giving each of these subjects a post-hypnotic suggestion...

Mr. Jennings, when I clap my hands you will awake, quack like a duck, jump like a frog, and eat like a horse...

Mr. Cooper, when I clap my hands you will awake, think you are an airplane, fly out the window of this 10-story building, bounce twice, and die...

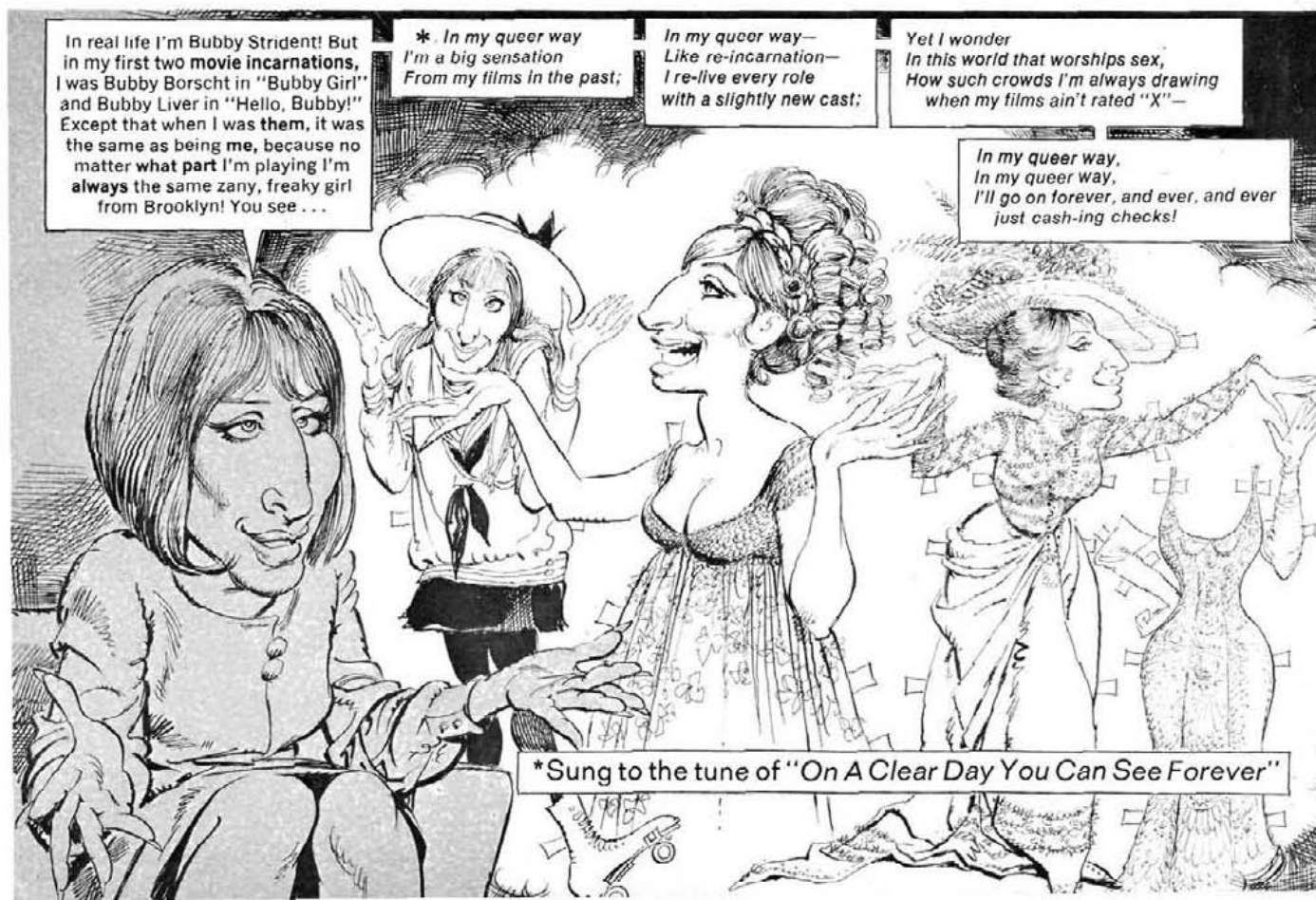
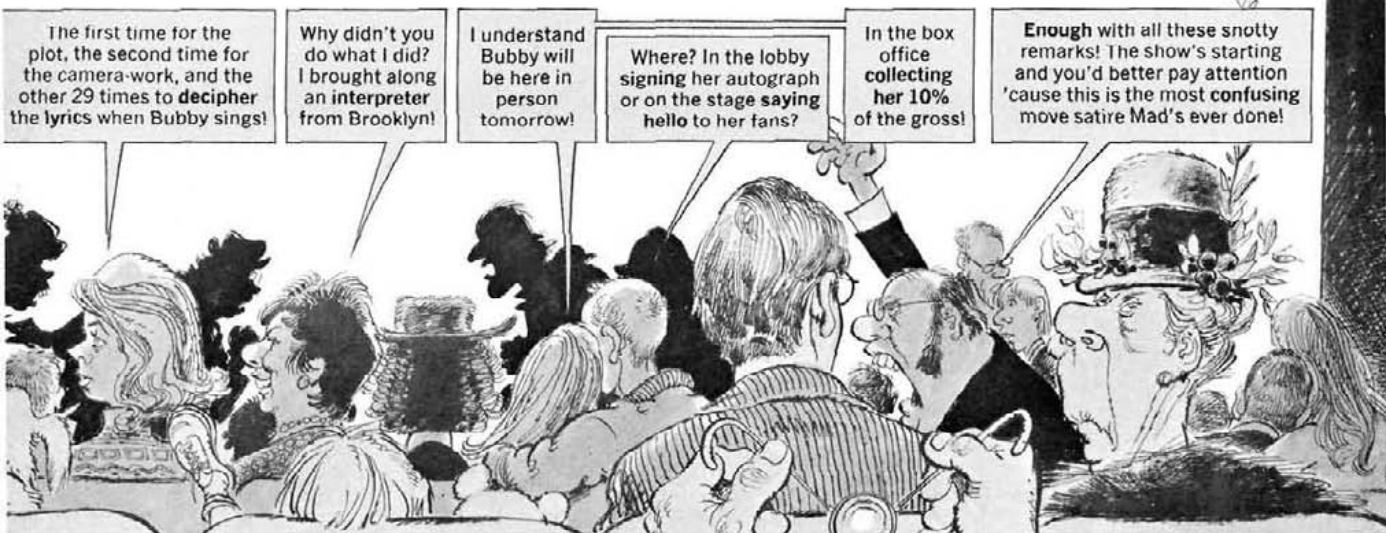
Miss Vavoom, when I clap my hands, you will awake, go to my apartment, slip into something comfortable, and wait for me in a state of trembling ecstasy! Ah, science!

Ah, this student is in the deepest hypnotic trance I've ever seen! Who are you? And please don't sing me your answer—I want to understand you!





# DAY YOU CAN SEE A FUNNY G "HELLO DOLLY" FOREVER





Bubby, I want you to go back, back, back in time . . . back to your first movie, "Bubby Girl" . . . back to the next panel . . .

Here I am, working in this sleazy vaudeville house while I wait for my first big break in show business!

Hey there, Bubby! Care for a quick game of Go Fish between numbers?

I don't know who you are, but you're the most gorgeous creature I've ever seen!

Somebody in this picture had to be! I'm Nick Arsenic, big-time gambler and professional loser!





Serves 'em right!  
Look, Flo, when it  
comes to singing,  
you should know that...

\* *Singing—*  
My own kind of singing—  
Is the best kind of singing  
...in the wold!

My screeching—  
Means high notes I'm reaching,  
And... when...  
I can't recall the theme.  
Out comes a piercing scream,  
And when I'm through exhaling,  
I'm wailing!

Lyrics—  
By making clear the lyrics—  
That's the worst kind of singing  
...in the wold!

I eschew it:  
Let Julie Andrews do it!  
I'm happy when I disguise  
Each line with shrieks, sobs, and cries  
And I find that each tune  
Quite soon...

I have murdered with my singing!  
My own kind of singing!  
It's the best kind of singing in  
...the...wold!

\* Sung to the tune of "People"

Now that I've married  
you, Bubby, answer me  
a question! Whatever  
possessed me to do it?

It's all my fault! I was  
sent back here through  
hypnosis by a psychiatrist!

Do you think he  
could send me back  
to "Lawrence  
of Arabia?"

Don't joke now, Nick! We're alone on  
this ocean liner with the moon and the  
stars casting their light on the  
shimmering sea! Surely, there is some  
tender sentiment you wish to express!

Peter  
O'Toole  
had  
better  
legs!

Our marriage is no good, Bubby!

I sort of suspected  
that on the first night  
of our honeymoon when  
I sat up all night  
while you played  
"Steal the Old Man's  
Bundle" with the steward!  
But I won't let you go!

Even though  
I've gambled  
away our  
house, our  
car, and our  
child?

I still  
won't let  
you go!

Even though  
I'm a rotten  
crook who's  
been in-  
dicted in a  
phony bond  
swindle?

I still won't  
let you go!

Even  
though  
I coughed  
during your  
perform-  
ance last  
night?

I'll pack  
your bags!

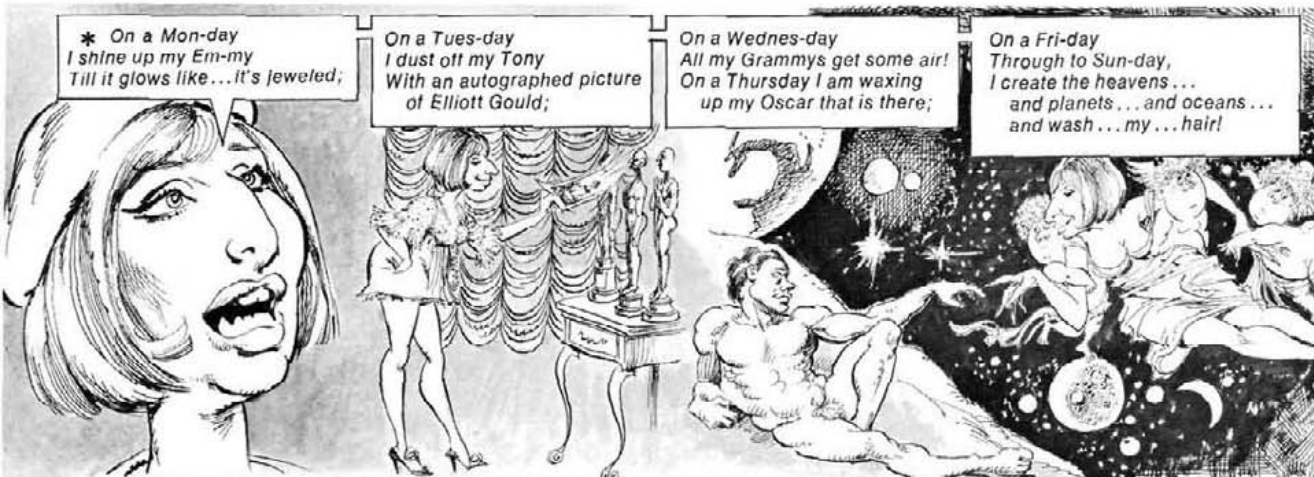
How  
does  
the  
defendant  
plead?

Two to one  
I'm guilty,  
your  
Honor!

You win! I  
sentence you  
to three to five  
years in prison!

Make it  
two to  
five and  
you're  
on!





\* Reprise—to the tune of "On A Clear Day You Can See Forever"









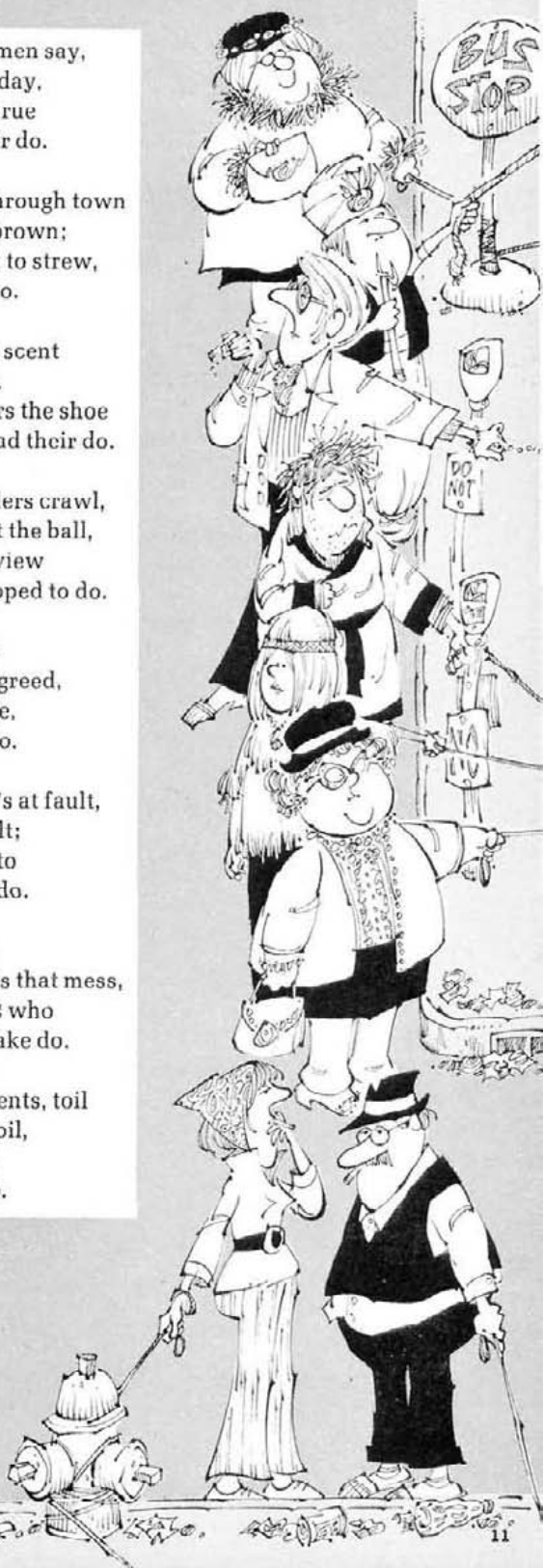




ARTIST: PAUL COKER, JR.

WRITER: RONNIE NATHAN

Let's have them, like good parents, toil  
At cleaning up their puppy's soil,  
Removing every tell-tale clue,  
Or we'll go to the dogs with do.







DOUBLE-TAKES DEPT.

# NIXON & AS SE



... The New Left



... Conservatives



... The N.A.A.C.P.



... Each Other





# FAGNEW EN BY...



CONCEIVED BY: MAX BRANDEL



... Our Allies



... Women's Lib

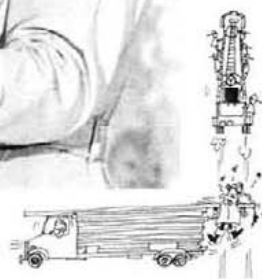
PHOTOS BY:  
UPI AND  
WORLD WIDE



... Mothers Of America



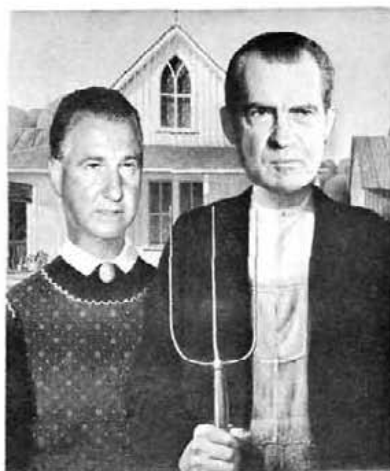
... The Communist World







... Underdeveloped Nations



... Liberals



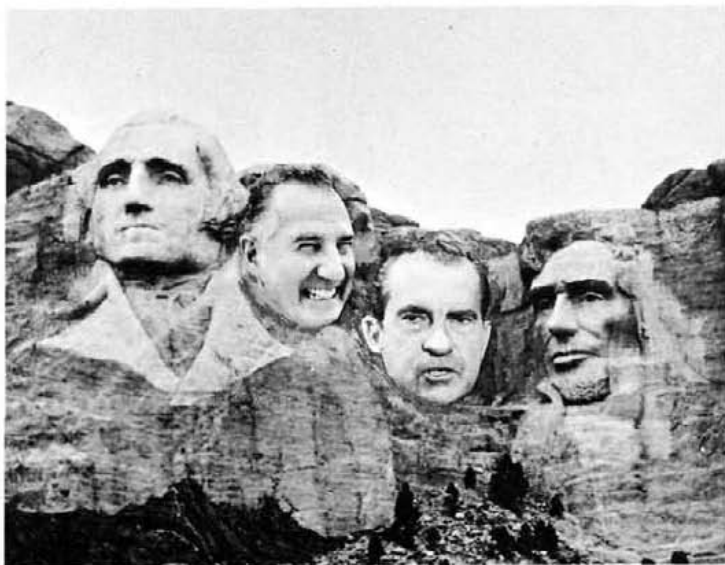
... Intellectuals



... Six-Year-Olds



... College Students



... Themselves



# ONE DAY IN A BUS DEPOT









## SUMMER COME LOUDER DEPT.

Years ago kids would go to any camp their parents would choose for them. It didn't really matter which one—all camps were alike. They all had Indian-sounding names and the ads for them usually looked something like this ...

In summer camping and  
the boys and girls. 8-18.

Campfires supervised by  
experienced counselors—

**WA HAS EVERYTHING!!**

the rugged life of  
**Camp Waywanda**

In the Geronimo Mountains,  
the friendly Dungmoo tribe  
p. Beri-Beri stands proudly,  
in summer camping and  
the boys and girls. 8-18.

- Bead threading
- Wallet making
- Clay moulding

All-American sports program:

- Ring-toss courts on premises
- Pin the tail on the donkey
- Tag

Nature walks daily: Latrines have been placed far  
out in the woods so that all can learn to appreciate  
the wonders of nature whether they want to or not!

**Mess Hall Privileges!**

**CAMP WAYWANDA  
HAS EVERYTHING!!**

the rugged life of  
**CAMP UNMAYGO**

Nature walks daily  
All-American  
sports program  
Campfires

supervised by experienced counselors—

**Mess Hall Privileges!**

Nature walks daily: Latrines have been placed far  
out in the woods so that all can learn to appreciate  
the wonders of nature whether they want to or not!

**CAMP MOWAYNISIC HAS EVERYTHING!!**

You'll love the rugged life of  
**Camp Geronimo**

Deep in the heart of the Beri-Beri Mountains,  
on the very ground the friendly Dungmoo tribe  
was massacred on, Camp Geronimo stands proudly,  
offering the very best in summer camping and  
vacation fun for active boys and girls. 8-18.

Excitement beyond belief: All-American sports program:

- Bead threading
- Ring toss courts on premises
- Wallet making
- Pin the tail on the donkey
- Clay moulding
- Tag

Nature walks daily: Latrines have been placed far  
out in the woods so that all can learn to appreciate  
the wonders of nature whether they want to or not!

**Mess Hall Privileges!**

Campfires supervised by experienced counselors  
Forest-fire fighting supervised by experienced  
Forest Rangers

**CAMP GERONIMO HAS EVERYTHING!!**

You'll love the rugged life of  
**CAMP HOUSATONIC**

Deep in the heart of the Dungmoo Mountains,  
on the very ground the friendly Beri-Beri tribe  
was massacred on, Camp

All-American sports program:

Excitement beyond

**CAMP  
RONANDA  
HAS**

**EVERYTHING!!**

- Bead threading
- Wallet making
- Clay moulding

You'll love the rugged life of  
**Camp Pasumsic**

Deep in the heart of the Beri-Beri Mountains,  
on the very ground the friendly Dungmoo tribe  
was massacred on, Camp Pasumsic stands proudly,  
offering the very best in summer camping and  
vacation fun for active boys and girls. 8-18.

Excitement beyond belief:

- Bead threading
- Wallet making
- Clay moulding

All-American sports program:

- Ring-toss courts on premises
- Pin the tail on the donkey
- Tag

Nature walks daily: Latrines have been placed far  
out in the woods so that all can learn to appreciate  
the wonders of nature whether they want to or not!

**Mess Hall Privileges!**

**CAMP PASUMSIC  
HAS EVERYTHING!!**

You'll love the rugged life of  
**CAMP KIE-CROO**

Deep in the heart of the Beri-Beri Mountains,  
on the very ground the friendly Dungmoo tribe  
was massacred on, Camp Kie-Croo stands proudly,  
offering the very best in summer camping and  
vacation fun for active boys and girls. 8-18.

And like that! But the "camp scene" has changed considerably, so naturally the ads have changed as well. Smart businessmen have realized that there's another kind of green in those hills besides poison ivy—namely MONEY—as long as the tastes and interests of today's over-indulged youth is catered to. There are now camps that specialize in riding, music, scuba-diving, art, dieting, foreign languages, you name it! Better still, we'll name it with



# SPECIALIZED CAMP ADS WE'RE BOUND TO SEE



CAMP

Camp

re boys 9-16  
direction of  
coaches and  
ing program,  
and food.

Wrestling •  
Judo • Outdoor  
3 professional  
lighted tennis  
courts • Olympic  
level accredited  
vol • outdoor  
WEEK INTER-  
MALL, SOCCER,  
and coaches.

WRITE FOR  
FREE  
BROCHURE

BOYS  
CAMP

private lake;  
all track and  
field tennis &  
vol. horseback,  
stage craft;  
RECREATION  
DANCE—folk,  
gym. Mature,  
OPEN FOR IN-

LL SEASON  
New Brochure  
on Request

CAMP  
A Girls 5-16

concept of  
programming in  
dual attention  
all activities.  
bathrooms,  
pool, water  
hall (indoor  
anteater Pgm-  
ember ACA.

THE SEASON!

CAMP

ms for  
25

ram you want,  
mer programs

rams for ages  
age. Interest-  
days of sight-

and 14, boys  
z atmosphere.

object for ages  
ing in over 50

lege students  
upe, including

boys and girls  
t with Israeli  
\$712

e:

CAMP

ONE OF NEW ENGLAND'S FINEST PRIVATE CAMPS

Hate the dark? Dread heights? Have a fear  
of water? Afraid of your own shadow? Then

# Camp Yellow-Streak

IS THE PLACE FOR YOU!

Guaranteed "bully-free" premises!  
Has all these wonderful features:

Mattress UNDER each bed for  
those who prefer sleeping there  
Cabins, dining rooms  
and grounds fully lit 24 hours a day  
Unpenetrable wire mesh windows  
to keep out flies, mosquitoes,  
witches and ghosts.  
Olympic-size pool with a maxi-  
mum two foot depth.

No intimidating contests or  
rough competitions—the "Best  
Camper Award" goes to the  
camper who "Misses mommy most".



So be sure to pack your security blanket  
in a bag and bring it along with you to

## Camp Yellow-Streak

Spineless Drive, Chicken, Montana



Attention Mommy and Daddykins! Busy  
summer ahead? Island hopping? Jet-  
Setting? Making the scene with the  
400? Get your fat, little heir to



## CAMP LOOK-DOWN-YOUR-NOSE

Reserve a private suite with sleep-in counsellor now!\*

Breakfast (in bed) is served ten-ish, lunch is two-  
ish, high tea is four-ish and dinner... eight-ish.

Meals range from everyday-ish (Chateaubriand, Pâté  
de Foie Gras, etc.) to gourmet-ish — complete with  
a wine cellar planned by *Sommelier* William M. Gaines.

Sports program featuring polo, yachting, grouse hunt-  
ing, falconry, squash and monopoly (with real money).

Limousine service to and from the swimming pool. You  
may lure someone to swim for him at moderate prices.

We offer the mostest in modern snobbery! Including  
a field trip each week to a "typical" middle class  
camp where your child can ridicule, taunt and intimi-  
date others his age from less fortunate backgrounds!



Naturally, your child has the power to fire  
anyone on the premises!



## CAMP LOOK-DOWN-YOUR-NOSE

Nob Hill, Uppercrust, Connecticut

\*Those not listed in The Social Register need not apply!

ROCKETRY • HAM RADIO • SCIENCE •

The ESTABLISHMENT got you down? PROTEST—  
until your parents let you join the march to

# Camp Happy-Hippy

NO WASHING NO TELEVISION  
NO RULES NO REGULATIONS

Camp Happy-Hippy is equipped with only two beds,  
so only the first 400 applicants will be accepted!  
NO ORGANIZED ACTIVITIES! Come and do YOUR  
THING! If you don't have a thing to do—come any-  
way—we'll give you one! Take exciting trips with-  
out ever leaving the wild premises of far out...

**Camp Happy-Hippy**

BOX LSD—BIG SUR, CALIFORNIA

"Guru on the premises"

Does your child watch television all winter, spring,  
and fall? Then why break his routine for the summer?

SEND HIM TO

## CAMP IDIOT-BOX

where everything is in living color!

Underwater TV in the pool... Closed circuit TV in the infirmary...

Educational TV in the john... TV Guide in the library...

And, of course, TV DINNERS for every meal!

Sing-a-long campfires every Saturday night with lyrics from  
every TV commercial for the last 10 years provided free!!!

PARTICIPATE in toothpaste tests, laundry detergent dramati-  
zations and all the other wonderful things that commercials  
can offer you that real life can't!

GUEST SPEAKERS include: Josephine the Plumber, The Doublemint  
Twins, The Original Cast from the "House-atosis" Commercial!

Let CAMP IDIOT-BOX be your own summer re-run!

Write care of Vast Wasteland, Network, Arizona

If your child loves ice cream, cake, candy—  
then he'll "eat up" **Camp Sweets**

in the heart of the CONFECTIONARY HILLS

- 12 complete meals\* are served each day—plus, between meal snacks!
- Each child has choice of private room or living in the dining room!
- 3 SWIMMING POOLS! Vanilla, chocolate and strawberry!
- All buildings made out of gingerbread!
- 6 Resident dentists to provide free dental care and lollipops!
- Stomach pumps and various "tummy ache" medicine dispensers located throughout the camp premises!

## Camp Sweets

Barton Lane,  
Barricini, Oregon

\*Typical complete meal:

Caramel Soup, Walnuts on the Half Shell,  
Chocolate Turkey with Marshmallow Stuff-  
ing, Candied Yams, Buttered Popcorn,  
Jelly Bean Salad PLUS an enormous choice  
of over a hundred and seventy DESSERTS!

CAMP WAY NOR

CAMP MERE GLEN for Girls



# CAMP HILL FOREST

**PARENTS!** Do your child a favor! Send him to a camp that prepares him for adult life in the **REAL** world:

## CAMP COOKIE-CRUMBLES

Why should Jr. believe that everything's gonna be peaches and cream when we all know it's gonna be **GARBAGE!** Here's part of what he'll experience:

Bad food	Ugly rumors	Fixed sports	Broken dates
Lousy service	Strikes	Over-charging	Cheating
Riots	Polluted air	Impure water	Graft
Long Lines	Power failures	Faulty plumbing	Weak cabins

and many more that we have learned to know and love!



Our specially trained counsellors preach about the evils of smoking and drinking daily (while smoking and drinking, naturally!)

You won't be bothered by "homesick" or "send money" calls—all thirty-six phone booths are out of order!

That's the way **CAMP COOKIE-CRUMBLES!**

Be sure to mail applications two months early to allow for the usual lousy Post Office Service!

## CAMP COOKIE-CRUMBLES

EL CAMINO REAL, FRUSTRATION, MICHIGAN

Want a swinging, rocking summer? Then groove

## CAMP BUST-AN-EARDRUM

The only summer camp offering eight weeks of uninterrupted acid rock music . . . featuring:

- Amplified bass
- Amplified drums
- Amplified guitar
- and in the dining room:
- Amplified silverware!



On the camp premises:

**The threshold of Pain Discotheque**  
**Beyond the Threshold of Pain Pizza Palace**  
**The Eh? Huh? Hearing Aid Shoppe**

Yes, this is the camp you've been reading about in all the papers—the one that has been making all the noise and disturbing the folks at Newark Airport!

Write for more information.  
**PLEASE DO NOT PHONE!**  
 We can't hear it ring!

## CAMP BUST-AN-EARDRUM

Echo Chamber Drive, Louder, New Jersey



organ and musical instruments. Opera workshop. Exceptionally beautiful facilities, 1/4-mile white sandy beach. Swimming, boating, tennis, archery.

## BOYS!!!

Do you just love to sew? Style hair? Arrange flowers? Interior decorate? Design dresses? Groom poodles? Do window displays? Or just gossip around a mah-jongg game? Then come to

# CAMP DRAG

A regular fairy-land for boys!  
 (Over 500 miles from the nearest girl's camp!)  
 "You'll come here a boy, but go home a woman!"

Camp Drag, Cherry Grove, Fire Island, N.Y.



Got yourself a "problem child"? Has over-indulgence made your kid an impossible, spoiled-rotten **SNOT-NOSE?** We'll straighten him out in just *one* summer at

## CAMP BREAK-A-BRAT

No wishy-washy, mamby-pamby stuff here! We pride ourselves in our latest, get-results-fast features like:

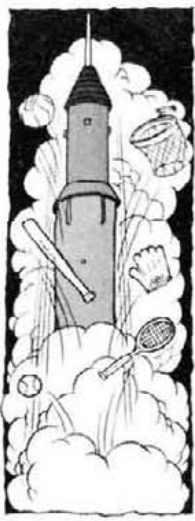
### COLD FOOD COLD SHOWERS COLD SHOULDER

We believe in letting 'em learn the *hard way!* Like the ins and outs of electricity—an electrified fence encircles the entire premises!

Care of pets—*police dogs* roam the property day and night! Landscaping—*tons of rocks* that need to be broken! Experienced Counsellors (all of whom served in the *big house*, either as *guards* or *inmates!*) supply their own special methods of keeping the little stinkers in line, enabling us to **GUARANTEE** your kid's complete over-haul from a surly creep to a whimpering crud!

Send us his name, photograph, and fingerprints and we'll do the rest!

**CAMP BREAK-A-BRAT**  
 LEAVENWORTH ROAD—BIG ROCK—ILLINOIS



Space nut? Lift-off for the summer of your life at . . .

## ASTRO-CAMP

- All meals drunk out of plastic bags!
- Zero gravity gymnasiums for exercise!
- Three campers to a room measuring 4' x 6' x 8' from which you'll be allowed out once every 15 days!
- Talk to your counsellor on our fabulous "mission control" two-way radio!
- Experience our unique "no washing or latrine" services!
- Free rock samples to take home with you after the summer!
- A congratulatory call from President Nixon if you make it through the season.

It's expensive, but what the hell—the Government is paying for most of it!

**ASTRO-CAMP**  
 LAUNCH PAD BLVD., HOUSTON, TEXAS

## Exciting Yo

It's a camp, talk to Histadrut includes these **HAFAH HAYAR** 14 to 17. Share log work, education, \$979. **ISRAEL KIBBUTZ** 14 and 15. "A d English speaking EXPERIMENT IN 16 and 17. Group Kibbutzim. \$719. **KIBBUTZ-VACAT** ages 18 to 25. Mediterranean F **CHILDREN SUMM** ages 9 to 12. children. Well c

## CAMP K

Kent, Conn. 85 Berkshire Mount Water sports Boating, canoe instruction. Van basketball arena, seasonal camp. Music, drama, mer stock. Movie program. FOL program geared

## Music • Da

with a happy camping. Professions, folk, dance, ballet, pottery, crafts, rap, film work, teen group, pillow, beg. 80

## CAMP

4 & 8 WEEK Basketball • Soccer Camping • Living size basketball courts • 3 baseball • 100 and 100 academic programs camping at C. B. LIVE PROGRAMS WRESTLING; Out Demonstrations

CALL OR WRITE

## CAMP ANN

The original no for girls 8-18. C Superb facilities **TWENTY** tennis golf course, tennis, nastics. Follow weight loss. So and confidence Under the pers Gussie Mason, Stanley, and au Your Child Lose Accredited by A & Association of Send for brochure from the N. Y. T

## Camps For All Ages

## "AN ACCREDITED PRIVATE CAMP FOR YOUR CHILD"

## CAMP V



# THE LIGHTER SIDE OF...

# BABY

In case you want to get in touch with us, we'll be at this number!

In case of an **EMERGENCY**, this is my neighbor's telephone number!

In case of a **REAL EMERGENCY**, this is my Doctor's telephone number!

436 2519

MARVIN GOLDBUSS

326 9283

DR. MIKE

GOLDBUSS

225 8836

HOSPITAL

234 7642

And in case of a **REALLY BIG EMERGENCY**, this is my Hospital's telephone number!

DR. MIKE

GOLDBUSS

326 9283

DR. MIKE

GOLDBUSS

225 8836

HOSPITAL

234 7642

In case you need a baby sitter that doesn't **SCARE** easy, this is my Big Sister's telephone number!!



Excuse me, Sir... can you tell me where number "56" is?

Are you looking for the Freeman house?

Yeah! That's the place!

It's the third house down from the next corner on the right!

It's a fieldstone house with a large weeping willow out in front! You can't miss it!

Thank you, Sir...

AND WHEN YOU GET THERE, YOU CAN TELL SUE KELLY WE MADE IT QUITE CLEAR WE DON'T WANT HER BOY-FRIENDS OVER WHEN SHE'S BABY SITTING FOR US!!



So you think you know everything, eh? What do you fancy yourself as—a prophet with mystic powers?!

All I said was: At any adult party, I can always tell which parents have baby sitters at home!

Okay, Big Swami... how do you do it?

Well, the moment the telephone rings...

... they're the ones who turn around!!





# SITTING



ARTIST & WRITER: DAVE BERG

We need a baby sitter tonight! I think I'll call Karen! She's very good with the children!

Oh, no! Not Karen! She raids the refrigerator and eats up all my cheese!

I'd call Nancy—but knowing her, she'll finish off the roast beef I prepared for tomorrow!

And don't call Jane! She always goes to my liquor cabinet!

Tell you what . . . call Sally!

But she's just terrible with the children!

True! But at least, she's on a diet!!



Hey! Where's my little girl?

Your "little" girl is now a "big" girl! Tonight, she's on her first job as a baby sitter!

My little girl—a baby sitter!? Why, just a little while ago, we were hiring baby sitters for her!

Then, there was that terrible in-between period when she resented having a sitter and we sat home!

Gee, do you know what this means?! We're free to go out tonight!!

Not exactly!

She calls here every fifteen minutes . . . asking what to do!



That's all I need—for your parents to come home and find you're still awake! Go to sleep, you little brat!

NO!!

Darn you! You're a fast little stinker! Will you stop running around so I can catch you and put you to sleep?!

NO!!

Okay, go ahead and run! Run all you like! This is all working in my favor anyhow! Pretty soon, you'll knock yourself out! Then you'll go to sleep with no trouble!

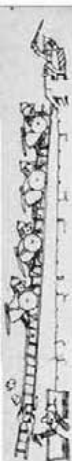
ZZZZZZ!











I'm leaving now! I'll be sitting for the Tobins! They're the ones with the cute little two-year-old they call "Big Bill" because he's so tiny!



If any of the fellas should call, whatever you do, **DON'T TELL THEM I'M BABY SITTING!**



Fellas think that only the dateless girls baby sit on Saturday nights! So tell them I'm out with a boy!



I'm not going to LIE for you!



Who's asking you to lie?!



Just tell them I'm with a boy named "Big Bill"!!



I wanna stay up late an' watch TV!



No, you can't!

When Kathy baby sat for me, she let me stay up late an' watch TV! An' when Mary Ann baby sat for me, she let me stay up late an' watch TV!



An' when Virginia baby sat for me, she let me stay up late an' watch TV!



Then why didn't your Mommy call Kathy or Mary Ann or Virginia to baby sit for you tonight?



Because she found out that they let me stay up late an' watch TV!



MOMMY! MOMMY! Sob! I'M SO GLAD YOU'RE HOME! Sob! THE BABY SITTER HIT ME! Sob!



SHE'S A BIG MEAN OL' BULLY WHO HATES POOR LI'L HELPLESS KIDS! WAAHHH!



My goodness! What did you do to make her mistreat you like that?



If I —sob! —tell you ...

... then you'll hit me, too!



Who were you talking to on the phone for so long?



These people that I don't even know were asking me to baby sit for them!

WHAT?! Do you think I'm going to let my little girl go to a strange house without knowing something about the people?!



Are they decent? Are they religious? Or do they drink? Are they on narcotics? Do they have wild sex orgies?



That's why I was on the phone so long!

They wanted to know the same things about US!





Look at that! My little Naomi has her first baby sitting job! She's grown up at last! Now, I can relax and enjoy my leisure time with no children around to worry about!



Naomi! Naomi!! The DoYLES have invited us on their cruiser! Let's go...



I can't! I'm baby sitting!

But this is one chance in a million!!



Mama... what'll I do?!



While you were out, Mrs. Ginko called and asked if you could baby sit for them on Saturday night!



I wouldn't work for them if theirs was the last baby sitting job in the world!!

You mean because they have four bratty hard-to-handle kids?



Nahhh! I can cope with that! It's something worse!

You mean because they live in a scary out-of-the-way place?



Nahhh! I can cope with that, too! It's something even worse!

They don't have a color television set! THAT, I simply cannot cope with!



I'm glad you called me back, Amy! Sorry I had to hang up on you so suddenly, but I thought I heard Mrs. Barton at the door! The one thing she really hates is to come home and catch me on the phone!



I mean, so what if I make a few phone calls while I'm baby sitting for her? Okay, so I spend the whole night on the phone! I mean, what's the big problem, anyway?!



This is Mrs. Barton... and the big problem is, I can't call and check to see how my children are when the line is constantly busy!!



Truthfully, I really hate to baby sit! I'm actually terrorized!



I know what you mean! There are all the things that go bump in the night, like creaky floors...

... and rattling windows and groaning air conditioners and squeaky heating systems and doorbells that ring and you're afraid to answer...



... and strange noises and obscene telephone calls! Boy, are those things ever terrorizing!



I'm not talking about those things! What REALLY terrorizes me is THE KIDS!!







MAJOR HAWKS

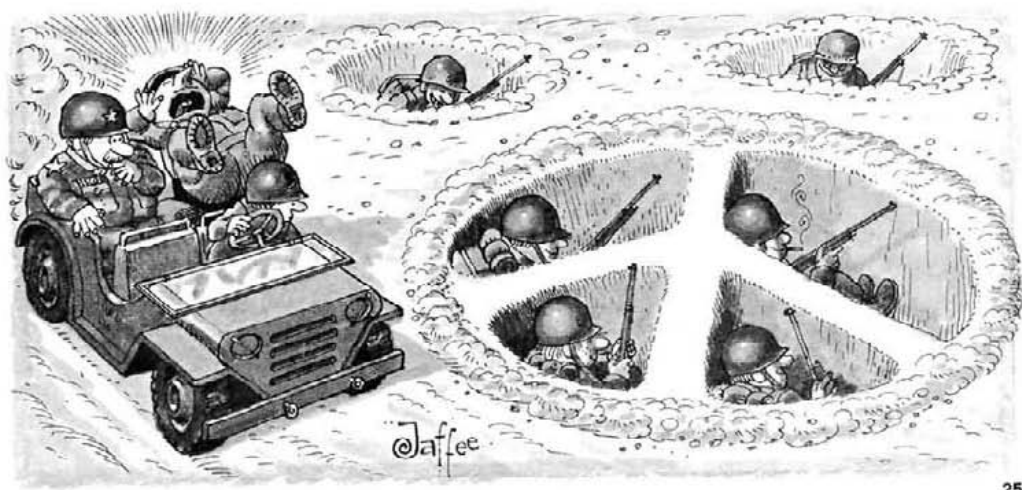
# HAWKS & DOVES



ARTIST & WRITER: AL JAFFEE



PRIVATE DOVES

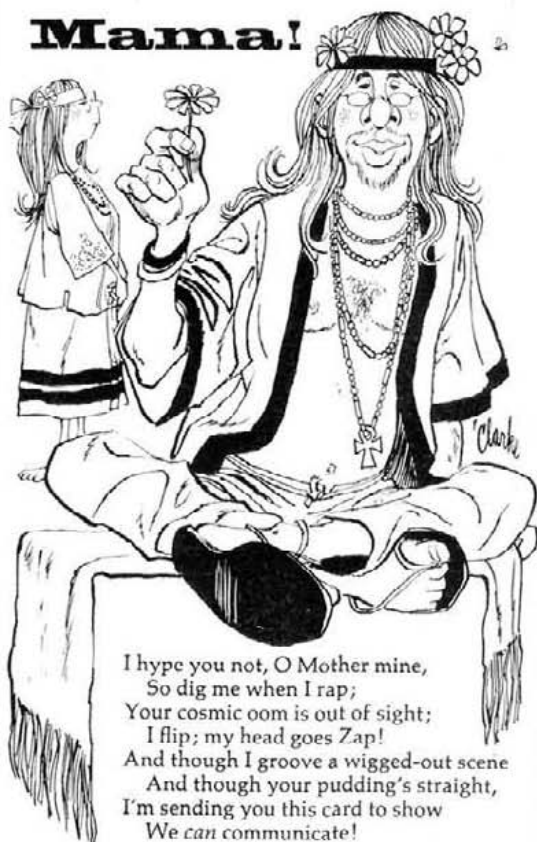




Mother's Day will soon be on us and many of us will be sending the appropriate cards. But what about all those members of the "extremist" side of the Generation Gap? What kind of cards will *they* be sending to *their* mothers? From the nature of this question, it should be pretty clear to you by now that MAD has the answer, namely—

# MOTHER'S DAY CARDS FROM THE "NOW" GENERATION

From a Hippie

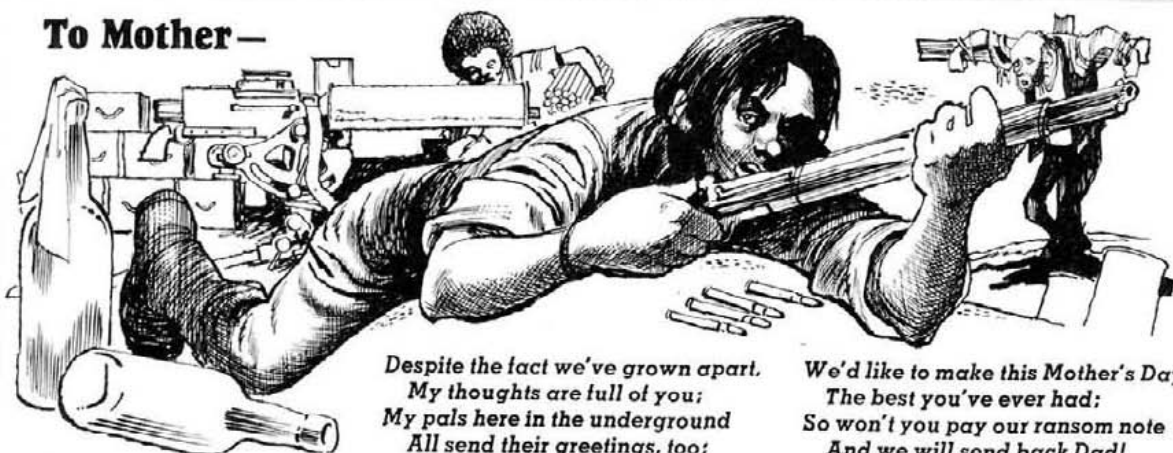


I hype you not, O Mother mine,  
So dig me when I rap;  
Your cosmic oom is out of sight;  
I flip; my head goes Zap!  
And though I groove a wiggled-out scene  
And though your pudding's straight,  
I'm sending you this card to show  
We can communicate!

ARTIST: BOB CLARKE WRITER: FRANK JACOBS

From a Militant Revolutionary

To Mother—

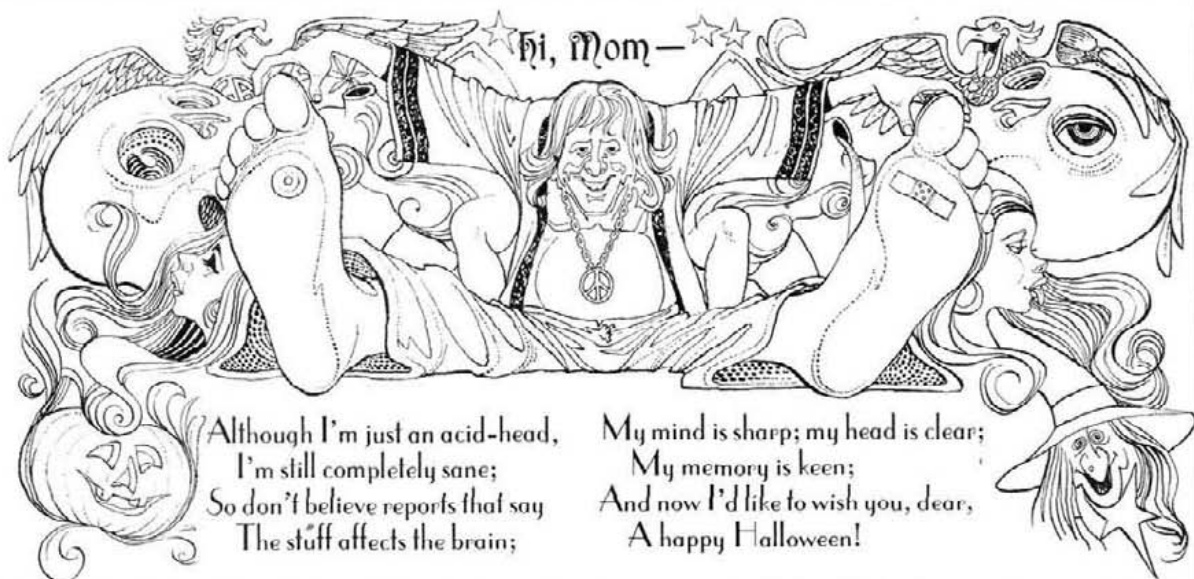


Despite the fact we've grown apart.  
My thoughts are full of you;  
My pals here in the underground  
All send their greetings, too;

We'd like to make this Mother's Day  
The best you've ever had;  
So won't you pay our ransom note  
And we will send back Dad!



## From an Acid-Head



Although I'm just an acid-head,  
I'm still completely sane;  
So don't believe reports that say  
The stuff affects the brain;

My mind is sharp; my head is clear;  
My memory is keen;  
And now I'd like to wish you, dear,  
A happy Halloween!

## From a Radical Rabble-Rouser

**Right on, Mom!**



I bait the pigs with language foul;  
I have a filthy style;  
I only shout four-letter words;  
I'm dirty, crude and vile;  
In case you think, O Mother dear,  
My words are a disgrace—  
I learned them from those games of bridge  
When Father trumped your ace!

## From a Draft-Dodger

**Dearest Mom—**



You spoon-fed me when I was young;  
You loved me and caressed me;  
You helped me learn to walk and talk;  
You combed my hair and dressed me;  
But what I really thank you for  
With gratitude emphatic--  
Is hiding me the past three years  
Up here inside the attic!



**From a Women's Lib Activist**

## ***Mother!***

Your diamond bracelet is a chain  
That men use to oppress us;  
Your sable coat is proof of how  
Men buy us and possess us;



Your fifty-thousand dollar home  
Is just a man-made grave;  
Let's hope today you realize  
You're nothing but a slave!

**From a Junkie**

## **Happy Mother's Day!**



I'm hooked on horse, but, Mother dear,  
Don't let it be upsetting;  
This card I've sent should make it clear  
That you I'm not forgetting;  
Despite the fact I've turned to crime,  
You shouldn't let it bug you;  
So please don't take it personal  
This evening when I mug you!

**From a Black Militant**



**Happy Day, MUTHUH!**

**From a Runaway from Home**

## **Happy Mother's Day!**

You nagged me when I lived at home;  
I hated every minute;  
And so I fled and found The Scene—  
And now I'm really in it;  
I've chicks galore; I'm high on pot;  
Each night's a crazy ball;  
And so I send this card to say  
I don't miss you at all!





# ALTAR EGO

ARTIST: WALLACE WOOD

WRITER: MARYLYN IPPOLITO

I found the entrance too small, and had it re-designed! The architect's plans called for 12 marble columns, so I imported them from Italy! They were expensive, but they're beautiful!

I commissioned Guglielmo Negrón, the famous Spanish sculptor, to do these four statues! You wouldn't believe the prices he charges for his work!

I have these fresh flowers flown in daily from all parts of the country! That really eats up the budget!

The new air conditioner makes quite a big difference! Even though it cost a fortune, it was well worth it!

And this is my pride and joy . . . my new organ! Every part is hand-made in Switzerland by craftsmen, crated separately, and re-assembled here by an expert! It took over six months!

I'm also having new pews and a new bell carillon installed!

Everything is certainly very beautiful! But it's all so expensive! How are you going to manage to pay for it all?





Oh, that's easy! I'll double school tuitions, cut teachers' salaries, add a few more Bingo nights, start another "Building Fund" drive, sell some raffles, run several Bazaars, solicit pledges and donations, have a cake sale and hold extra collections on Sundays! You know—the usual! C'mon . . . I'll drive you back to your parish!



In the past, there have been Television Series about truly exciting professional people—like school teachers and housemaids and nuns. Now, there's a Television Series about some of the most glamorous professional people of all . . . the brave and dedicated men and women who daily risk their lives to bring the truth to the public in the magazine publishing business. Join us now for our version of the TV Program that takes you behind the scenes of a huge, exciting, glamorous publishing empire . . .



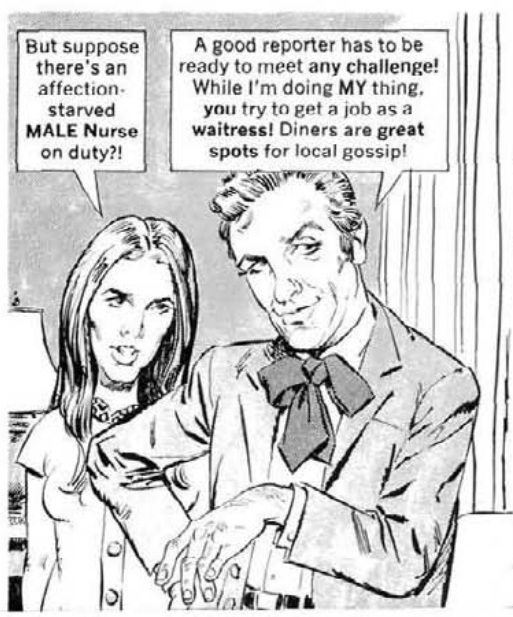
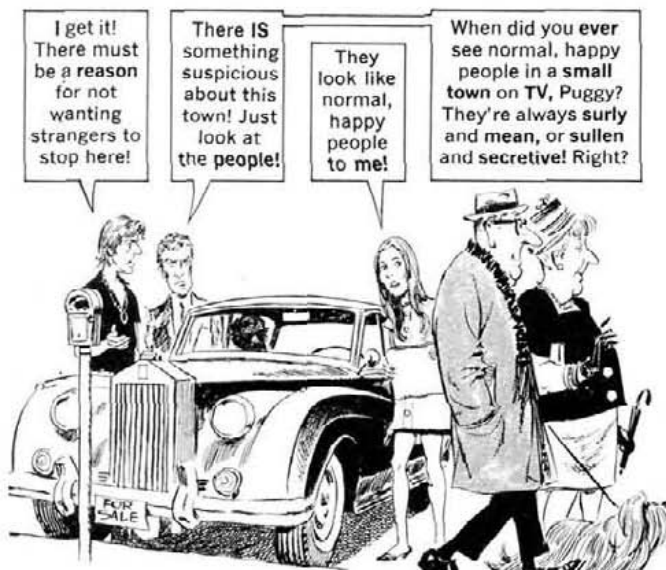
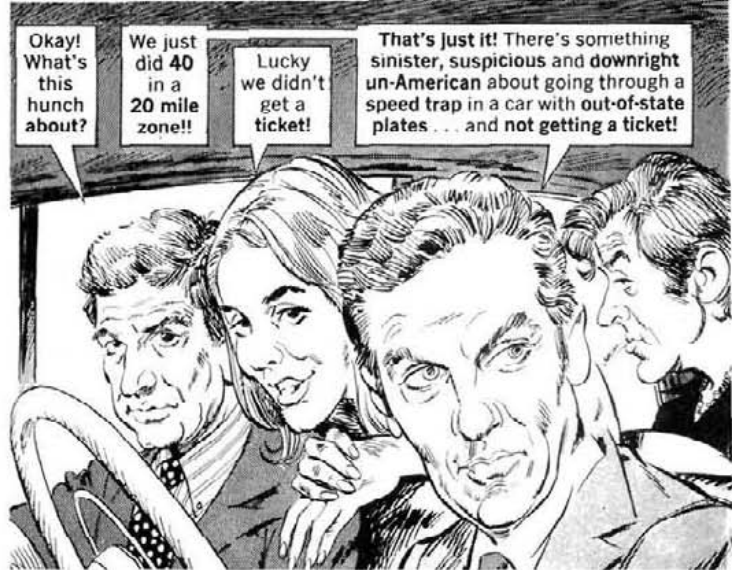
# THE GAME IS INANE

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE







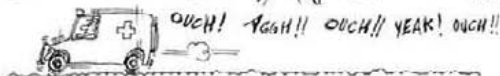
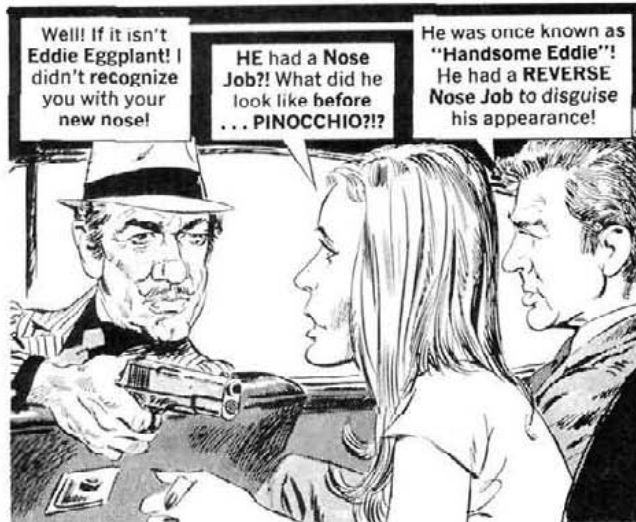














Hi, Mr. Coward! This is Puggy Mixwell! Remember me?

Puggy! I've been looking all over for you! Bring me a coffee and Danish, and get me Jackie Onassis on the telephone!

I can't, Mr. Coward! I'm still here in Stickville! We've found Eddie Eggplant!

Did you say you found Eddie Eggplant?!

Hello, Boss? This is Special Guest Crook, Ricardo Mendlebaum! Tell the boys I've found the fink!

Whew! For a minute, I was worried! I thought he might be a reporter for a rival magazine!

What happened? It looks as if I just landed in Vietnam instead of Stickville, U.S.A.!

You should have gotten here sooner, Gland! You missed all the fun!

But don't worry! I got a great last-interview with the late Eddie (The Egg) Eggplant and his entire late family!

Here's the final official body count: 37 killed . . . 158 wounded . . . 371 missing! We lost three photographers and one helicopter!

What?! Those helicopters are expensive! This better be a good story!

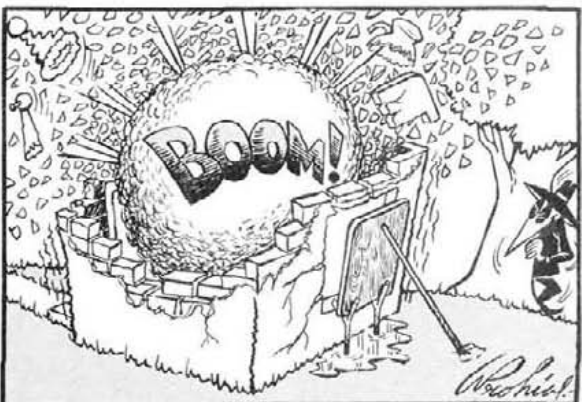
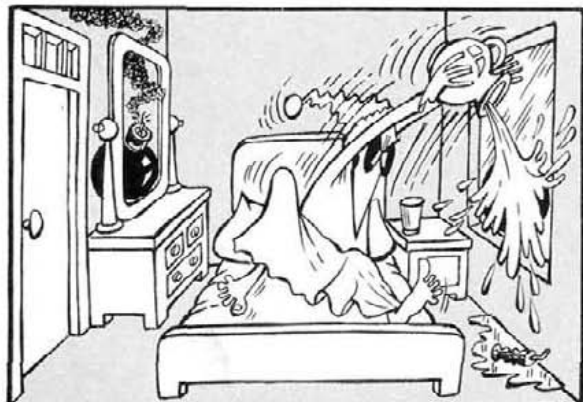
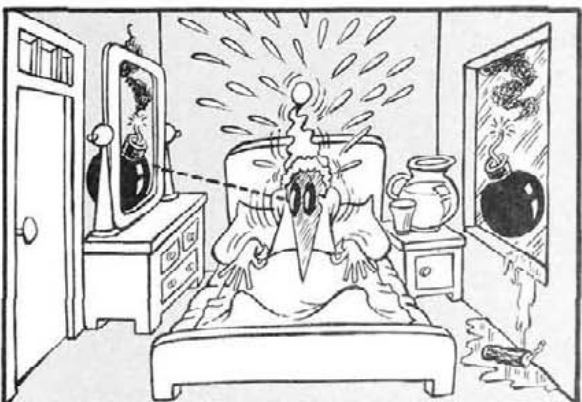
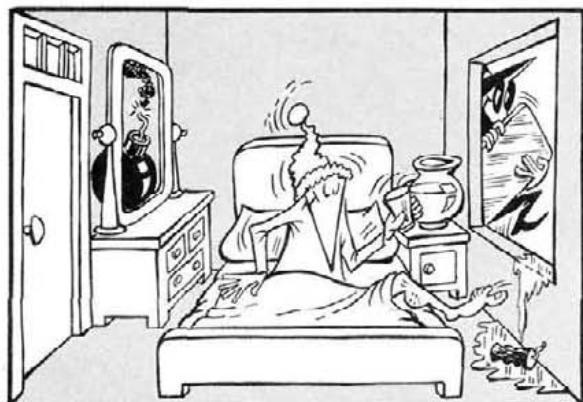
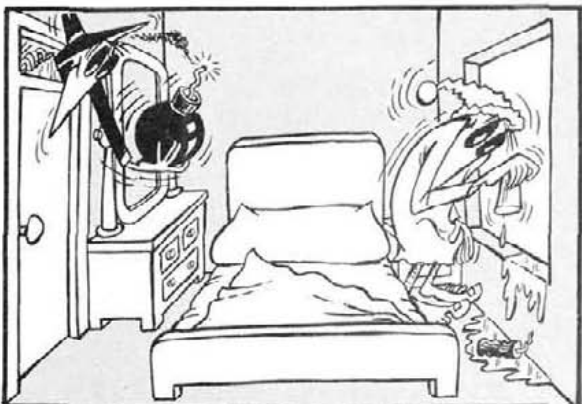
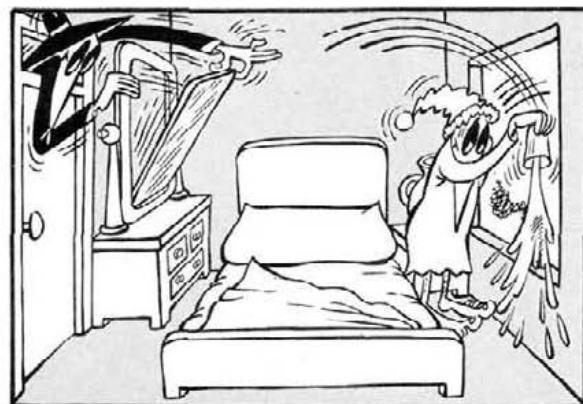
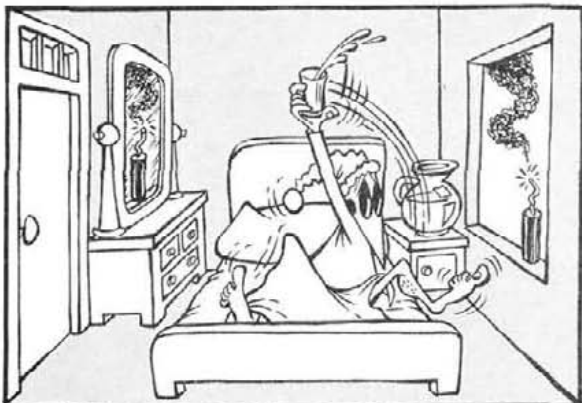
Story? STORY?!? Was it worth all THIS? A whole town destroyed and all those people killed . . . just for a STORY?!?

I know how you feel, Puggy, dear! You probably think we paid too high a price! But we in the Publishing Game have a responsibility to bring the truth to the public, no matter what it costs!

Hi, Sam! How's business?

I can't complain, Mr. Farrell! Everything sells these days . . . except YOUR magazine! People just aren't interested in the junk you print! Why don't you put out a sexy girlie book! THAT's what the public wants!







# You Know It's REALLY

You Know It's REALLY OVER When ...



... the song you've always considered "our song" comes on the radio, and he snaps it off, saying, "I've always hated that thing!"

You Know It's REALLY OVER When ...



... you notice the garbage collector wearing the scarf you spent six months knitting for "him"!

You Know It's REALLY OVER When ...



... his recent letters end with "Very truly yours,"!

You Know It's REALLY OVER When ...



... she starts introducing you to people as one of her "oldest and dearest friends!"

You Know It's REALLY OVER When ...



... you call him up, and "she" answers!

You Know It's REALLY OVER When ...



... you hear giggling, whispering and slurping noises as she breaks your date because of a headache!

You Know It's REALLY OVER When ...



... the house is yours, the lights are low, the music is groovy ... and he spends the night playing with Fido!



# OVER When...

ARTIST: JACK RICKARD

WRITERS: AL JAFFEE & GLORIA L. RICH

**You Know It's REALLY OVER When ...**



... you start noticing how, lately, someone is always dropping in just when you think you're going to spend an evening alone in her pad.

**You Know It's REALLY OVER When ...**



... you go to the movies, and he no longer cares about finding "two together"!

**You Know It's REALLY OVER When ...**



... he says, "We can't go on meeting like this!" ... and you're both single!

**You Know It's REALLY OVER When ...**



... he's no longer interested in your root canal work!

**You Know It's REALLY OVER When ...**



... he takes you to a "McDonald's" on the anniversary of your first date.

**You Know It's REALLY OVER When ...**



... she suddenly announces she has "just the right girl for you!"

**You Know It's REALLY OVER When ...**



... he offers to drive the gang home, and you're the first one he drops off!



**You Know It's REALLY OVER When ...**



... you notice that, lately, whenever you're out together, he yawns a lot and looks at his watch!

**You Know It's REALLY OVER When ...**



... he starts talking about kissing and sex from a hygienic point of view!

**You Know It's REALLY OVER When ...**



... he asks you to return his books you borrowed, even though you're not through reading them.

**You Know It's REALLY OVER When ...**



... she tells you that no matter what happens, she'd like to always have you as a friend!

**You Know It's REALLY OVER When ...**



... you discover he's gotten an unlisted number, and he neglected to tell you about it.

**You Know It's REALLY OVER When ...**



... he drives you home after a date and leaves the motor running!

**You Know It's REALLY OVER When ...**



... he only dances the fast numbers with you, and sits out the slow romantic ones!



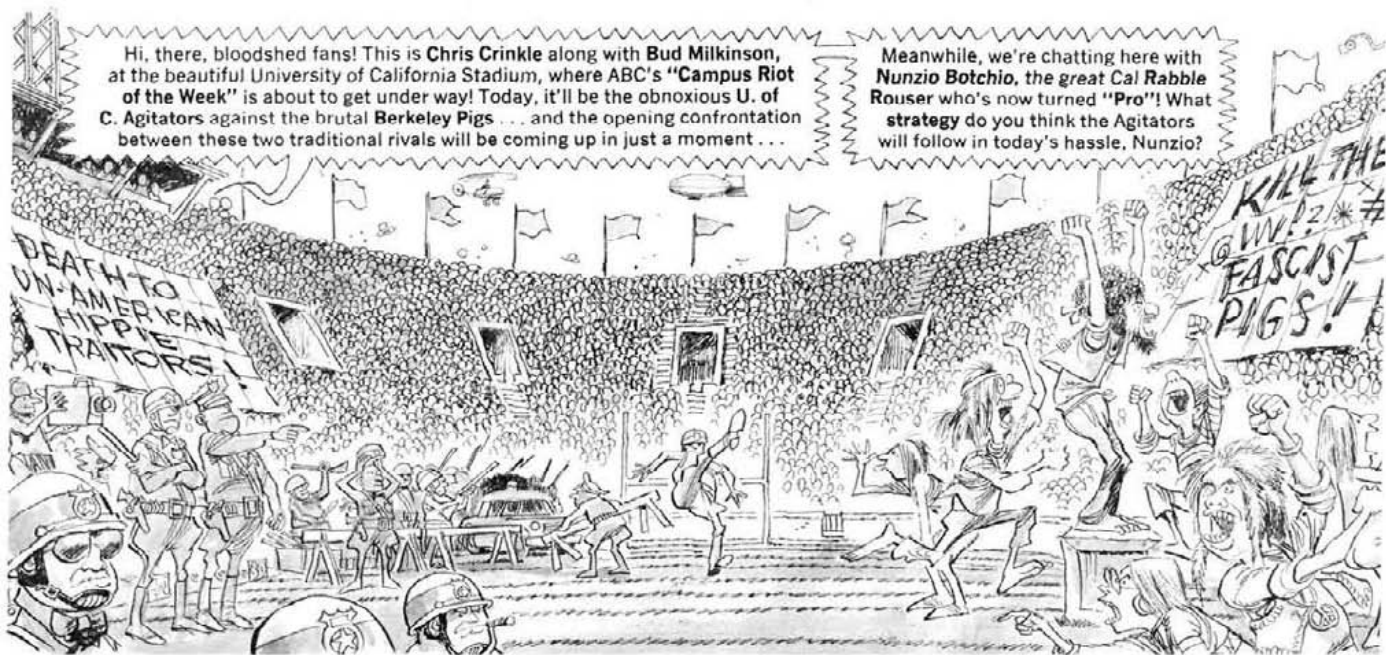
One of the dumbest things (of which there are plenty!) about "Campus Violence" is the fact that nobody makes any money out of it! Of course, there's an obvious reason why Collegiate Rioting remains a financial flop in spite of its growing popularity: The participants have never thought of charging the spectators to watch! In MAD's considered opinion, the solution is obvious: Why not move the mayhem off the campus streets and into the campus football stadium? Underfed radicals and underpaid cops would both benefit from ticket sales revenues. But more important, think of the millions a certain TV Network would gladly pay in order to televise every gory moment of . . .



# ABC'S "CAMPUS RIOT OF THE WEEK"

Hi, there, bloodshed fans! This is Chris Crinkle along with Bud Milkinson, at the beautiful University of California Stadium, where ABC's "Campus Riot of the Week" is about to get under way! Today, it'll be the obnoxious U. of C. Agitators against the brutal Berkeley Pigs . . . and the opening confrontation between these two traditional rivals will be coming up in just a moment . . .

Meanwhile, we're chatting here with Nunzio Botchio, the great Cal Rabble Rouser who's now turned "Pro"! What strategy do you think the Agitators will follow in today's hassle, Nunzio?



ARTIST: JACK DAVIS WRITER: TOM KOCH

Well, the kids here have always relied on strong, fundamental obscenity, Chris! So I think the fans at home can look forward to a lot of hard-hitting filthy speech to provoke the Pigs this afternoon!

I'm sure we're in for a first-rate donnybrook! And now, here's Bud with a big-name Law Enforcement star . . .



Thanks, Chris! Here with me on this "Pre-Riot Show" is Chief Bullneck Twiddle, the all time "Pro" from Alabama State! What can we expect from the Berkeley boys on the offensive today, Chief?

Wal, I don't reckon they're gonna let them pointy-haired pinkos git past this scrimmage line here afore they bring out the "Mace"! An' I'm lookin' fu' pleny of busted skulls—jus' like down home! So it oughta be a great afternoon of violence!





Excuse me, Bud, but we've just had the toss of the coin by the Governor down on the field! The Agitators have elected to provoke the incident that'll set off today's battle! And the Pigs have taken the wind advantage... which can mean a lot when you're facing 200 smelly radical revolutionaries!



We're just about ready for the mayhem to begin! But first... our National Anthem...

O-OH, SAY... CAN... YOU... SEE...



And we're under way!

Here comes the first confrontation of this afternoon's big riot...



FASCIST STORM TROOPER!

TOOL OF THE MILITARY-INDUSTRIAL COMPLEX

CAPITALIST MURDERERS' ACCOMPLICE!

AHH, YOUR SISTER WEARS ARMY SHOES!



Care to analyze that opening provocation, Bud? Did it go just about as you expected?

Fairly true to form, Chris! Of course, you can't beat waving a Viet-Cong flag when it comes to goading the Pigs into getting trigger happy! But for an opening offensive move, I found that one pretty offensive!



And now, the Agitators are taking to the air for the first time this afternoon as one of the young punks lets fly with a homemade fire-bomb...





... but the toss is no good! It's way over the heads of its intended victims ... and here come the Fuzz—breaking through to nail the bomb-thrower for a probable felony rap ...



Taking a second look ... let's see what went wrong with that arson attempt ...

Notice how the bomb-thrower is turning to run before he's completed his follow-through motion! By doing that, he had no chance for accuracy! And, of course, tripping over his own feet didn't help very much, either!



Back to live action ... and the Pigs are now clubbing the bomb-tosser into a coma so he'll know he's under arrest! So while we're waiting for the completion of that atrocity, let's pause a moment for this commercial message ...



Hi! I'm Norman Finstermacher ... notorious President of the S.D.U. ... "The Students For A Democratic Uprising"! Today, I'd like to conduct a revealing "dynamite comparison test" for all you militant revolutionaries watching at home ...



I've just ignited a leading brand of dynamite under one of two simulated College Administration Buildings here in the studio! And now, I'm lighting an identical stock of NEW, IMPROVED "BLAST 'EM" under this second model! Let's watch the results!



Notice how the University President victimized by "Brand X" is merely stunned, while the other has been blown to smithereens by "BLAST 'EM'!"

So why settle for second best?! When you think of destruction ... think of "BLAST 'EM"—the dynamite with added enzyme action!







Back here at beautiful Cal Stadium, the Agitators have just presented their non-negotiable demands . . . and the Pigs have countered by dragging off a freshman English major and a sorority girl from Fresno! So, I'd say it's still anybody's riot, wouldn't you, Bud . . . ?



Absolutely, Chris! And here's the official rundown on those non-negotiable demands: The Agitators want an Eskimo Studies Program . . . mixed skinny-dipping in the fieldhouse pool . . . and recognition of Red China! So I'm sure that's going to lead to a lot more bleeding down on the field before we have a winner here today!



And we have a thrilling new wave of violence erupting now as the Agitators try to crack through and negotiate their non-negotiable demands . . .



Here's a sweeping end run by one of the rioters' "Red Power" advocates! He might go all the way! Can you get your glasses on that savage, Bud . . . ?



Yes, Chris! I've got him . . . and he's a great one! He's Arnie Noodlemeier, Cal's All-Conference Marxist in '69 who was just converted into a running Navajo this season! He almost eluded that last Pig defender there! Maybe our sideline reporter, Kyle Roach, can get a word with Arnie before he's dragged away!



Kyle Roach, here with Arnie Noodlemeier, who's now in custody after his brilliant break-away run! Nice going, Arnie!

Thanks—but you can just call me Snowbird Buffalo Jump! That's the name I go by now that I'm a "Red Power" fanatic!

Well, either way, it was a 45-yard gallop! But it looks as if you're being sidelined for the rest of the afternoon now!

That's right, Kyle! In fact, I'm planning to lose consciousness for a week or so! Bye . . .





Now we've got a rhubarb down on the field over that offensive clubbing of **Noodlemeyer!** The Agitators want the Pigs penalized for "Unsportsmanlike Brutality" ... but it looks as if the Governor's decision is going to go the other way!

Right, Chris! He's signalling 15 "Student Expulsions" for bad-mouthing a State Official!



While we're waiting for that penalty to be enforced, Bud, can you update us on the results of other big campus riots around the country?

Okay! At Wisconsin, the Radicals have blown up the entire campus to clinch the **Mid-West title!** Back East, the **New York Fuzz** mauled the **Columbia Trouble-Makers**, 53 concussions to 6! And at Ohio State, the Undergrads and the National Guard are deadlocked after **three-quarters** of their traditional riot!



Back here at Cal, the Agitators are attempting to mount an offensive! But with most of their leaders now expelled or hospitalized, it's going to be up to a mob of **untested rookies** to pull this one out of the fire ...



This is where lack of experience begins to show, Chris! Notice how a really good provocative **Bronx cheer** is being spoiled here by an obvious mix-up in signals!

Right! And, of course, both men were put out of action when they fell down and couldn't defend themselves!



**INSTANT REPLAY**

Now we're getting the "**Two-Minute Tear Gas Warning**" down on the field! Bud, if you were one of the riot leaders, what would you do in a long yardage situation like this?

I'd run home and try to hide under the bed!



Well, it's too late for that strategy now! The Pigs have opened up with the **tear gas**, and the Agitators are caught gasping deep in their own territory!

And with the official clock showing only **seconds** left to riot, the radicals appear to have blown their last chance to salvage a tie in this one!





There's the final gun! It's all over! And in this latest renewal of their traditional rivalry, the Pigs have once again beaten the daylight out of the far weaker and out-manuevered California Agitators!

**BANG!**



The official statistics really tell the story today! The Pigs inflicted 49 critical injuries to only 2 for the Agitators! And in total net yards of campus territory occupied, it was the—

Excuse me, Bud, but we have Kyle Roach standing by down on the field with a special post-riot guest!



**HAIL TO US, THE COPS OF BERKELEY—BEST FUZZ IN THE LAND...**

Here with me is the Commander of today's victorious Police Riot Squad, Captain E. K. "Happy" Thunderwall! Congratulations on winning another big one, Happy!

Thanks, Kyle! Looks like all the brutal tactics we've been working on just fell into place, and I feel real good about it!

Well... your boys certainly looked all charged up out there today!

Yes! We've been wanting to get another crack at those Commie punks ever since they made us look bad on TV last season! So I think we put a little extra effort into this thing today!

Well, believe me, it showed! Congratulations again... and now, back up to Chris and Bud in the booth!



And that about wraps it up! This telecast was authorized by the National Collegiate Violence Association, solely for the enjoyment of our viewing audience! Any other use without permission of the N.C.V.A. is prohibited!

Hey! What kind of facist drivel is that?

Hah! So you're finally showing your true colors, eh, Pinko!

Let go of me, you dirty little right-winger! Brutality! BRUTALITY!

If you don't like it here, go back to Russia where you came from!

**CUT! CUT! GET THE CAMERA OFF 'EM!**

This has been a production of ABC's Sports and Civil Disorder Department, which is not responsible for the behavior of the riotors, the police, or our own boorish idiots on the scene! And now, stay tuned as J. Edgar Hoover goes hunting for Black Panthers—next on ABC's "Wide World of Hate"!





# IN A SPECIALIST'S OFFICE



D. MARTIN





NEVER MIND ALL THE TALK ABOUT THE  
**"GENERATION GAP"!**

THIS LATEST MAD  
 BOOK EXAMINES THE

# "Degeneration Gap"

...which is being widened every  
 day by age-old ills like...

- MORONIC MOVIES
- VACUOUS VALUES
- PUTRID PERIODICALS
- CONDESCENDING COMMERCIALS
- ODISIOUS ORGANIZATIONS
- PUSSYFOOTING POLITICIANS

ON SALE AT ALL BOOKSTORES—OR YOURS BY MAIL FOR 60c

## 60c PAPERBACK LIBRARY 63-577

# THE DIRTY OLD MAD



### MAD

485 MADison Avenue  
 New York, N.Y. 10022

☐ PLEASE SEND ME  
 "THE DIRTY OLD MAD"

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

ALSO, PLEASE SEND ME THE MAD BOOKS I HAVE CHECKED BELOW:

- ☐ The MAD Reader
- ☐ MAD Strikes Back
- ☐ Inside MAD
- ☐ Utterly MAD
- ☐ The Brothers MAD
- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier

- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD
- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD

- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ The Portable MAD
- ☐ MAD Power
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DON MARTIN Cooks Up More Tales
- ☐ DAVE BERG Looks at the USA
- ☐ DAVE BERG Looks at People

- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Looks at Modern Thinking
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow-Up File
- ☐ A MAD Look at Old Movies
- ☐ Return of MAD Look at Old Movies
- ☐ AL JAFFEE's Snappy Answers
- ☐ The MAD Book of Magic
- ☐ Aragones's "Viva MAD"!
- ☐ Aragones's MAD About MAD
- ☐ MAD for Better or Worse
- ☐ Sing Along With MAD

I ENCLOSE 60c FOR EACH  
 (MINIMUM ORDER: TWO BOOKS)

We cannot be responsible for cash lost or stolen in the mails. Check or  
 Money Order preferred! On all orders outside U.S.A. please add 10% Extra.



**WHAT IS FAST  
BECOMING THE  
ONLY PLACE  
TO SEE RARE  
VANISHING  
ANIMAL  
SPECIES?**

## **HERE WE GO WITH ANOTHER REVOLTING MAD FOLD-IN**

Many species of animals are rapidly becoming scarcer and harder to find. However, there is one place where these disappearing species can be seen easily. To find out where this place is, fold in the page as shown at right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

**ONCE, WILD ANIMALS WERE EASY TO FIND AND OBSERVE. A  
WORLD TRAVELER COULD SEE A GREAT VARIETY. TODAY, MAN'S  
BOLD INCURSIONS HAVE MADE MANY SPECIES HARD TO TRACK**

A▶

◀B



# OUR AMERICAN HERITAGE

ARTIST: BOB CLARKE

WRITER: MAX BRANDEL



Clarke